

Zuckerberg mise sur le "Metaverse" pour assurer l'avenir de Facebook

Chaque vendredi, dans sa revue de presse, Maddyness vous propose une sélection d'articles sur un sujet qui a retenu l'attention de la rédaction. Cette semaine, "Metaverse" : le projet de Mark Zuckerberg pour Facebook.

Temps de lecture : minute

30 juillet 2021

Transformer Facebook en un "Metaverse"

L'actu

Mark Zuckerberg doesn't just want you logging in to his company's products. He wants you living, working and even exercising inside them. That's the very high-level idea behind the "metaverse" , a vision for the future of Facebook Inc. and the entire Internet that Zuckerberg started pushing aggressively in the past week.

"In the coming years, I expect people will transition from seeing us primarily as a social media company to seeing us as a metaverse company, Zuckerberg added. In many ways, the metaverse is the ultimate expression of social technology."

Think of the metaverse as an immersive virtual world where people can spend time together and hang out, much like you can do today with virtual reality, dialed up to 11. You'll be able to "teleport" between

different experiences, Zuckerberg explained. [Lire l'article complet sur Bloomberg](#)

Facebook structure une organisation dédiée au projet

L'organisation

La nouvelle ambition du géant californien dépendra de sa division de réalité virtuelle (VR) et de réalité augmentée, "Facebook Reality Labs" (FRL), dirigée par Andrew Bosworth, responsable notamment des casques immersifs Oculus, principalement utilisés à des fins de divertissement... pour l'instant. Ont été recrutées des personnes venant aussi bien de l'application Instagram que de Facebook Gaming (jeux vidéo) et d'Oculus.

"La qualité essentielle du 'metaverse' sera la présence - le sentiment de vraiment être là avec les gens - et FRL construit des produits qui apportent de la présence dans différents espaces numériques depuis des années" , a-t-il continué. [Lire l'article complet sur L'Express](#)

Zuckerberg alerte sur une baisse prochaine des revenus

La raison

The Facebook boss' comments followed a warning from the company that it expects revenue growth to "*decelerate significantly*" in the coming months.

Facebook said it expects Apple's recent update to its iOS operating

system to impact its ability to target adverts, adversely affecting ad revenue in the third quarter. The iPhone maker's privacy changes make it harder for apps to track users and restrict advertisers from accessing valuable data for targeting ads. [Lire l'article complet sur Euronews](#)

La plateforme Horizon n'a pas convaincu

L'essai

In June, they bought a Roblox-like platform called Crayta for an undisclosed sum, and they've spent much of the last several years buying up a host of VR-focused game studios.

The company has tried to build its own VR-centric social hubs but most have fallen flat. Facebook's metaverse-like Horizon platform garnered major headlines when it was announced nearly two years ago, but the company has had little to say during its exceedingly quiet beta period. This week, Facebook's Andrew Bosworth detailed that Gaming VP Vivek Sharma would be taking over the effort under a new metaverse-centric product group led by Instagram's Vishal Shah. [Lire l'article complet sur Tech Crunch](#)

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